

WHAT IS CLAIMED IS:

- 5 1. A paint color card comprising a substrate having a surface coated with a layer of a colored coating composition formulated to have a dried color that is substantially similar to the dried color of a commercially-available paint composition, said paint color card having formed therein a plurality of perforations defining a detachable chip section.
- 10 2. The paint color card of claim 1, wherein detachment of the chip section from the paint color card forms a window in the paint color card.
3. The paint color card of claim 1, wherein the chip section is generally square.
- 15 4. The paint color card of claim 1, wherein the substrate is composed of paper.
5. The paint color card of claim 1, wherein indicia is printed on the paint color card, said indicia designating a formula for the commercially-available paint composition.
- 20 6. The paint color card of claim 5, wherein the indicia comprises a name and an identifying code for the commercially-available paint composition.
7. The paint color card of claim 5, wherein the indicia is printed over a second surface of the paint color card.
- 25 8. The paint color card of claim 1, wherein the paint color card has a second surface coated with a layer of the colored coating composition.
- 30 9. The paint color card of claim 1, wherein the paint color card has a second surface coated with a layer of a second colored coating composition formulated to have a

dried color that is substantially similar to the dried color of a second commercially-available paint composition, said second colored coating composition having a different color than the first colored coating composition.

5 10. A paint color card comprising a substrate having a surface coated with a layer of a colored coating composition formulated to have a dried color that is substantially similar to the dried color of a commercially-available paint composition, said paint color card having formed therein a plurality of perforations arranged in at least one tear line, said at least one tear line at least partially defining a chip section, wherein when the at
10 least one tear line is severed, the chip section is movable to form a window in the paint color card.

 11. The paint color card of claim 10, wherein the at least one tear line has ends separated by a space in which the paint color card is not perforated, wherein when the at
15 least one tear line is severed, the chip section may be folded over along a fold line to form the window, said fold line extending between the ends of the at least one tear line in the space.

 12. The paint color card of claim 10, wherein the at least one tear line comprises a
20 plurality of tear lines that define the chip section, and wherein when the tear lines are severed, the chip section may be detached from the paint color card.

 13. The paint color card of claim 10, wherein the chip section is generally square.

25 14. The paint color card of claim 10, wherein the substrate is composed of paper.

 15. The paint color card of claim 10, wherein indicia is printed on the paint color card, said indicia designating a formula for the commercially-available paint composition.

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16. A method of marketing paint to a prospective purchaser, said method comprising the steps of:

providing a paint color card comprising a substrate having a surface coated with a layer of a colored coating composition formulated to have a dried color that is substantially similar to the dried color of a commercially-available paint composition, said paint color card having formed therein a plurality of perforations arranged in at least one tear line, said at least one tear line at least partially defining a chip section, wherein when the at least one tear line is severed, the chip section is movable to form a window in the paint color card;

providing a display rack adapted for removably holding the paint color card, said display rack having a wall; and

placing the paint color card in the display rack such that the layer of the colored coating composition is directed outwardly and the chip section is covered by the wall, thereby preventing the chip section from being grabbed by the prospective purchaser when the prospective purchaser removes the paint color card from the display rack.

17. The method of claim 16, further comprising the steps of:

providing a color strip having a plurality of color swatches formed thereon, said color swatches being comprised of different colored coating compositions formulated to have dried colors that are substantially similar to the dried colors of commercially-available paint compositions, each of said color swatches having a size greater in every direction than the chip section of the paint color card; and

placing the color strip in the display rack such that the color swatches are directed outwardly.

18. The method of claim 16, wherein the at least one tear line has ends separated by a space in which the paint color card is not perforated, wherein when the at least one tear line is severed, the chip section may be folded over along a fold line to form the window, said fold line extending between the ends of the at least one tear line in the space.

19. The method of claim 16, wherein the at least one tear line comprises a plurality of tear lines that define the chip section, and wherein when the tear lines are severed, the chip section may be detached from the paint color card.

5 20. A method of selecting paint, said method comprising the steps of:

 selecting a paint color card comprising a substrate having a surface coated with a layer of a colored coating composition formulated to have a dried color that is substantially similar to the dried color of a commercially-available paint composition, said paint color card having formed therein a plurality of perforations arranged in at least one tear line, said at least one tear line at least partially defining a chip section, wherein when the at least one tear line is severed, the chip section is movable to form a window in the paint color card;

 selecting an item for comparison to the colored coating composition;
 severing the at least one tear line;
15 moving the chip section to form a window in the paint color card; and
 disposing the paint color card over the item such that the item may be viewed through the window.

 21. The method of claim 20, wherein the item is a color strip having a plurality of color swatches formed thereon, said color swatches being comprised of different colored coating compositions formulated to have dried colors that are substantially similar to the dried colors of commercially-available paint compositions, each of said color swatches having a size greater in every direction than the chip section of the paint color card.

25 22. The method of claim 21, further comprising the step of positioning the color strip such that one of the color swatches may be viewed through the window.

 23. The method of claim 20, wherein the at least one tear line of the paint color card has ends separated by a space in which the paint color card is not perforated, and
30 wherein the step of moving the chip section comprises folding the chip section over a

second surface of the paint color card, said chip section being folded along a fold line extending between the ends of the at least one tear line in the space.

24. The method of claim 20, wherein the at least one tear line comprises a
5 plurality of tear lines that define the chip section, and wherein the step of moving the chip section comprises detaching the chip section from the paint color card.